

COUNTY ECONOMIC PROFILE

Wisconsin



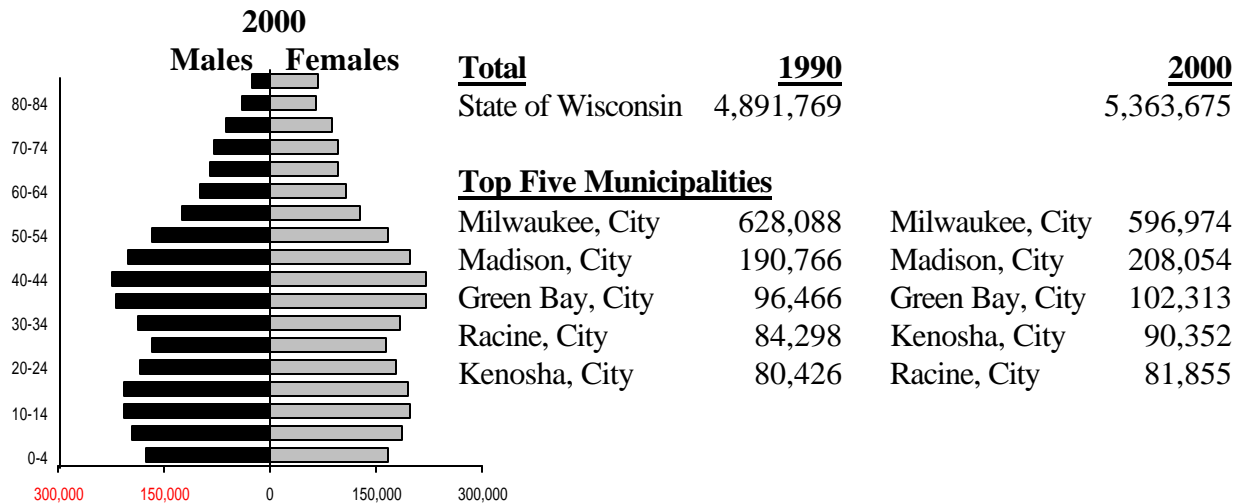
...experienced a 9.6% increase in population between 1990 and 2000, resulting in a 2000 total population of 5,363,675. In 2000, the state had 98.8 persons per square mile, a density slightly higher than the United States as a whole. The median age in Wisconsin is 36.0, indicating a slightly older population than the United States, which has a median age of 35.3 years. The largest municipality is the City of Milwaukee.

The median value of owner-occupied housing in Wisconsin is \$112,200. 6.3% of the housing units are seasonal.

Farmland covers 42.9% of the state, while 41.2% of U.S. land is used for farming. The state is 43% forested and has 15,057 lakes.

In Wisconsin, the Kohler Company employs more workers than any other manufacturing firm, and Wal-Mart Associates Inc. is the largest non-manufacturing employer. The Service industries generate the largest share of the state's total personal income. Wisconsin's 1999 median household income was \$43,791.

Population



Quality of Life

	<u>United States</u>	<u>Wisconsin</u>
Persons per Square Mile, 2000	79.6	98.8
Average Birth Rate per 1,000 population, 2000	14.4	12.9
Public School Enrollment, 1999-2000	49,339,000	879,476
Number of 1999 Public High School Graduates	21,127,000	58,545
1999-2000 Public High School Dropout Rate	4.7%	2.3%

Vital Statistics

	<u>1990</u>		<u>2000</u>	
	<u>United States</u>	<u>Wisconsin</u>	<u>United States</u>	<u>Wisconsin</u>
Birth Rate (per 1,000)	16.7	14.8	14.4	12.9
Death Rate (per 1,000)	8.9	8.7	8.7	8.7
Number of Marriages	2,443,489	38,934	2,398,000	36,100
Number of Divorces	1,175,000	17,727	(NA)	17,337

Housing**2000**

Total Number of Housing Units	2,321,144
Number of Single-Unit Structures	1,609,407
Number of Multiple-Unit Structures	607,569
Number of Housing Units Permitted	34,154
Percent Seasonal Housing	6.3%
Median Value, Owner-Occupied	\$112,200
Median Rent	\$473

Recreation**1995 Number of:****Wisconsin**

Campgrounds	1,106
Campsites	75,367
Hiking Trails (in miles)	5,617
Mountain Biking Trails (in miles)	3,155
Cross Country Skiing Trails (in miles)	4,154
Snowmobile Trails (in miles)	14,896
Visitor Expenditures, 2000	\$11,046,539,344

Income

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Total Personal Income	\$47,881,343	\$89,025,202	\$152,571,668
Non-Farm Personal Income (in thousands)	\$46,401,994	\$87,886,620	\$152,164,221
Farm Income (in thousands)	\$1,479,349	\$1,138,582	\$407,447
Per Capita Income	\$10,161	\$18,152	\$28,389
Transfer Payments (in thousands)	\$6,240,897	\$11,632,394	\$18,824,150
Proprietor Income (in thousands)	\$3,979,809	\$5,700,018	\$8,747,288

Banking

<u>2000</u>	<u>United States</u>	<u>Wisconsin</u>
Savings Institutions-Offices	14,136	396
Savings Institutions-Savings Capital (Millions)	\$706,469.18	\$12,761
Commercial Banks-Offices	71,340	1,720
Commercial Banks-Deposits (Millions)	\$3,293,672.94	\$62,618

Government Finance

<u>1997</u>	<u>United States</u>	<u>Wisconsin</u>
Total Property Taxes Levied (in 1000's)	\$218,827,320	\$5,144,206
Effective per Capita Property Tax	\$825	\$997
Total Expenditures (in 1,000's)	\$1,460,748,580	\$17,139,825
In Dollars per Capita	\$5,508	\$3,322
As Percent of Total:		
Education	28.7%	43.2%
Health & Hospital	7.6%	4.5%
Police	3.3%	5.0%
Fire	1.3%	2.3%
Public Welfare	13.7%	6.8%
Highways	5.6%	7.7%

Retail, Service, Wholesale

<u>1997</u>	<u>United States</u>	<u>Wisconsin</u>
Number of Retail Sales Establishments	1,118,447	21,717
Sales (in thousands)	\$2,460,886,012	\$50,520,463
Annual Payroll (in thousands)	\$237,195,503	\$4,826,217
Number of Service Establishments	2,795,512	55,618
Receipts (in thousands)	\$2,610,164,994	\$48,559,607
Annual Payroll (in thousands)	\$1,102,798,449	\$18,990,629
Number of Wholesale Establishments	453,470	8,025
Sales (in thousands)	\$4,059,657,778	\$57,192,863
Annual Payroll (in thousands)	\$214,915,405	\$3,764,944

Manufacturing

<u>1997</u>	<u>United States</u>	<u>Wisconsin</u>
Number of Establishments	362,829	9,936
Number of Employees	16,805,127	562,479
Total Payroll (in 1,000's)	\$569,808,845	\$18,766,395
Production Workers, average number	12,065,257	416,254
Production Worker Hours (in 1,000's)	24,183,271	837,444
Production Worker Wages (in 1,000's)	\$338,267,197	\$11,952,570
Value Added (in 1,000's)	\$1,825,688,027	\$54,947,083
Value of Shipments (in 1,000's)	\$3,834,700,920	\$117,382,992

2002 Top Employers

<u>Top Five Manufacturing Firms</u>	<u>Number Employed</u>	<u>Product/Type of Business</u>
Kohler Company	1000+	Plumbing Fixtures, Generators
Kimberly Clark Corporation	1000+	Pulp, Paper, Paper Products
Quad Graphics Inc.	1000+	Commercial Printing, Lithographic
Stora Enso North America Corporation	1000+	Paper Mills
Rockwell Automation	1000+	Electrical Equipment, Industrial Controls
<u>Top Five Non-Manufacturing Firms</u>		
Wal-Mart Associates Inc.	1000+	Department Stores
Milwaukee Public School	1000+	Elementary and Secondary School
University of Wisconsin-Madison	1000+	Colleges and Universities
Department of Corrections	1000+	Correctional Institutions
City of Milwaukee	1000+	City Government Services

Employment by Industry

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	3,528	3,682	3,751
Construction	97,265	124,497	176,531
Manufacturing	567,875	574,066	632,567
Transportation and Public Utilities	103,386	122,793	156,124
Trade	515,720	625,485	740,801
Services	665,627	882,251	1,188,867
Government	330,245	364,537	403,013

Income by Industry

In Thousands:

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	\$169,011	\$89,376	\$174,345
Construction	\$1,864,971	\$3,684,281	\$7,030,395
Manufacturing	\$11,518,612	\$17,775,251	\$27,330,824
Transportation and Public Utilities	\$2,110,278	\$3,671,535	\$6,286,408
Trade	\$5,354,755	\$9,417,155	\$16,059,759
Services	\$6,973,021	\$16,215,230	\$33,532,577
Government	\$4,933,283	\$9,584,448	\$15,180,347

Natural Resources

	<u>United States</u>	<u>Wisconsin</u>
Land Area (square miles)	3,537,438	54,310
Total Forest Land (in thousands of acres)	736,691.6	15,964.8
Commercial	489,561.9	15,702.5
Non-Commercial	247,129.7	262.3
Percent Land in Forests	33%	46%
Total Acreage of Inland Water	41,593,748	982,155

Farming

<u>1997</u>	<u>United States</u>	<u>Wisconsin</u>
Number of Farms	1,911,859	65,602
Land in Farms (acres)	931,795,255	14,900,205
Average size of Farm (acres)	487	227
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	\$4,670,487	\$106,572
Vegetables, Sweet Corn, and Melons	\$8,401,697	\$149,443
Fruits, Nuts, and Berries	\$12,660,262	\$140,140
Nursery and Greenhouse Crops	\$10,942,816	\$157,348
Poultry and Poultry Products	\$22,262,596	\$241,523
Dairy Products	\$18,997,334	\$2,746,950
Cattle and Calves	\$40,524,836	\$670,518
Hogs and Pigs	\$13,804,835	\$151,164

Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

SOURCES:

TEXT

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

POPULATION

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

QUALITY OF LIFE

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts

Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care

Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction, Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

VITAL STATISTICS

Wisconsin Department of Health and Family Services, Vital Statistics Reports

Wisconsin Births and Infant Deaths, 2000

Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence

Wisconsin Marriages and Divorces, 2000

Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

HOUSING

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units

Table H30: Units in Structure

Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000

Note: Data for some counties are not exact because some municipalities had no available data (NA).

RECREATION

Wisconsin Department of Natural Resources.

Unpublished Data for Wisconsin Statewide

Comprehensive Outdoor Recreation Plan for 1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

INCOME

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

BANKING

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

GOVERNMENT FINANCE

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Fact Facts.

RETAIL, SERVICE, WHOLESALE

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.

EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997. Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

MANUFACTURING

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

TOP EMPLOYERS

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

EMPLOYMENT BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

INCOME BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

NATURAL RESOURCES

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

FARMING

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

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